

## CLAIMS

What Is Claimed Is:

1. An apparatus for providing compensation for viewing and/or for participating in an advertisement, comprising:

a receiver for receiving a request to obtain information regarding at least one of a good, a product, and a service;

a memory device for storing information regarding at least one of the at least one of a good, a product, and a service, advertisement information, and at least one advertisement;

a processor for processing said request to receive information regarding the at least one of a good, a product, and a service, wherein said processor at least one of identifies and selects an advertisement to provide to the information requesting individual upon the information requesting individual placing an order to at least one of

purchase and lease at least one of a good, a product, and a service; and

a transmitter for transmitting said advertisement to a communication device associated with the information requesting individual;

wherein said processor at least one of monitors the requesting individual's at least one of viewing and participation in the advertisement, and further wherein said processor determines an amount of at least one of a compensation, a reward, a rebate, and an incentive, earned by the information requesting individual, and further wherein said processor at least one of adjusts and reduces the at least one of a purchase price and a lease price associated with the order by at least a portion of the amount of said at least one of a compensation, a reward, a rebate, and an incentive.

2. The apparatus of claim 1, wherein the at least one of a purchase price and a lease price is at least one of adjusted and reduced by the entire amount of said at least one of a compensation, a reward, a rebate, and an incentive.

3. The apparatus of claim 1, wherein said processor at least one of identifies and selects the advertisement based upon at least one of profile information, individual profile information, at least one of good, product, and service information, market research information, statistical information, and historical information.

4. The apparatus of claim 1, wherein said advertisement is at least one of a text advertisement, a graphical advertisement, a video advertisement, an audio advertisement, an audio-visual advertisement, an infomercial, and a multimedia advertisement.

5. The apparatus of claim 1, wherein said advertisement at least one of includes and is accompanied by at least one of a survey, a poll, and a questionnaire.

6. The apparatus of claim 1, wherein the communication device is at least one of a personal computer, a hand-held computer, a palmtop computer, a laptop computer, a personal communication device, a personal digital assistant, a telephone, a wireless telephone, a digital telephone, a third generation (3G) telephone, a

video telephone, a videophone, a television, an interactive television, a beeper, a pager, and/or a watch.

7. The apparatus of claim 1, wherein the amount of said at least one of a compensation, a reward, a rebate, and an incentive, is at least one of a fixed amount, a variable amount, a random amount, a pro rata amount, and a combination of a fixed amount, a variable amount, a random amount, and a pro rata amount.

8. The apparatus of claim 1, wherein said advertisement is at least one of an advertisement for at least one of a good, a product, and a service, a political advertisement, a public service advertisement, an industry advertisement, and a trade group advertisement.

9. The apparatus of claim 1, wherein said at least one of a compensation, a reward, a rebate, and an incentive, is at least one of a direct price reduction, a rebate check, a frequent flier reward, a financial reward, digital money, a digital coin, a token, a coupon, and an electronic coupon.

10. The apparatus of claim 1, wherein said

at least one of a compensation, a reward, a rebate, and an incentive, can be earned at least one of prior to placing the order, during placing the order, and after placing the order.

11. An apparatus for providing compensation for viewing and/or for participating in an advertisement, comprising:

a transmitter for transmitting a request to obtain information regarding at least one of a good, a product, and a service;

a receiver for receiving information regarding at least one of a good, a product, and a service;

a processor for processing said information; and

a display device for displaying said information;

wherein said receiver receives an advertisement, and further wherein information regarding at least one of an individual's viewing of the advertisement, the individual's participation in the advertisement, and the individual's interaction with the advertisement, is transmitted by said

transmitter to a central processing computer, and further wherein said central processing computer at least one of determines and computes at least one of a compensation, a reward, a rebate, and an incentive, associated with the at least one of the individual's viewing of the advertisement, the individual's participation in the advertisement, and the individual's interaction with the advertisement.

12. The apparatus of claim 11, wherein at least one of a purchase price and a lease price is at least one of adjusted and reduced by the entire amount of said at least one of a compensation, a reward, a rebate, and an incentive.

13. The apparatus of claim 11, wherein said advertisement is at least one of identified and selected based upon at least one of profile information, individual profile information, at least one of good, product, and service information, market research information, statistical information, and historical information.

14. The apparatus of claim 11, wherein said advertisement is at least one of a text advertisement, a graphical advertisement, a video advertisement, an audio



18. The apparatus of claim 11, wherein said advertisement is at least one of an advertisement for at least one of a good, a product, and a service, a political advertisement, a public service advertisement, an industry advertisement, and a trade group advertisement.

19. The apparatus of claim 11, wherein said at least one of a compensation, a reward, a rebate, and an incentive, is at least one of a direct price reduction, a rebate check, a frequent flier reward, a financial reward, digital money, a digital coin, a token, a coupon, and an electronic coupon.

20. A method for providing compensation for viewing and/or for participating in an advertisement, comprising:

receiving a request to obtain information regarding at least one of a good, a product, and a service;

storing information regarding at least one of the at least one of a good, a product, and a service, advertisement information, and at least one advertisement;



processing said request to receive information regarding the at least one of a good, a product, and a service;

at least one of identifying and selecting an advertisement to provide to the information requesting individual upon the information requesting individual placing an order to at least one of purchase and lease at least one of a good, a product, and a service;

transmitting said advertisement to a communication device associated with the information requesting individual;

at least one of monitoring the requesting individual's at least one of viewing of and participation in the advertisement;

determining an amount of at least one of a compensation, a reward, a rebate, and an incentive, earned by the information requesting individual; and

at least one of adjusting and reducing the at least one of a purchase price and a lease price associated with the

order by at least a portion of the amount of said at least  
one of a compensation, a reward, a rebate, and an incentive.

09446229 062104  
TOT292" 82292960